

Report by the Planning Policy Manager

Shoreham-by-Sea Conservation Area - Draft Character Appraisal and Management Strategy

1.0 Summary

- 1.1 A draft character appraisal and management strategy has been prepared for the Shoreham-by-Sea Conservation Area in line with English Heritage guidance. The purpose of the appraisal and management strategy is to help protect and enhance the conservation area. This will eventually replace the existing out-of-date conservation area statement for this area. Some pre-consultation has already occurred with interested stakeholders and the next stage is to undertake full public consultation.

2.0 Recommendation

- 2.1 That the Committee approve the draft character appraisal and management strategy for the Shoreham-by-Sea Conservation Area for full public consultation.

3.0 Background

- 3.1 Planning Policy Guidance 15 (PPG15) Planning and the Historic Environment stresses the need for local planning authorities to define and record the special interest, character and appearance of all conservation areas in their districts. The current conservation area appraisal for Shoreham-by-Sea was produced at the time of its designation in the early 1970s. A review of the boundaries was undertaken in 1993 but no new appraisal was produced. As such, the appraisal is now very out of date. Government performance indicators state that appraisals and reviews should be carried out every five years (Best Value Performance Indicator BV219).
- 3.2 A Conservation Area Action Plan was approved by this Committee on 17 October 2006, which prioritised the order in which new conservation area appraisals and management plans should be produced, taking into account the existing condition of the areas and pressures for change. Due to the significant changes already experienced in Shoreham town centre and the potential for further development and redevelopment (e.g. through the Shoreham Renaissance Strategy), the Shoreham-by-Sea Conservation Area has been given the first priority.

4.0 The Draft Document and Consultation

- 4.1 English Heritage has recently produced guidance for Local Authorities on assessment and on other aspects of the management of conservation areas. The two documents, 'Guidance on Conservation Area Appraisals' and 'Guidance on the Management of Conservation Areas', provide practical advice to those undertaking such proposals on an appropriate framework for assessment.

- 4.2 In accordance with this guidance, a draft character appraisal and management strategy for the Shoreham-by-Sea Conservation Area has been prepared. This document is attached as Appendix 3.
- 4.3 The English Heritage guidance also emphasises the involvement of the community in evaluating what makes an area 'special', whether it should be designated and where the boundaries should be drawn. Local consultation brings valuable public understanding and 'ownership' to proposals for an area. The draft proposal should be circulated among local people, residents groups, amenity groups, businesses and other community organisations for comment and debate, ideally in line with the Council's Statement of Community Involvement (SCI).
- 4.4 The draft document was firstly considered by the Community Strategy and Development Plan Working Group and initial comments gained. Early consultation was then undertaken with a number of statutory consultees and local interest groups. A copy of the first draft document was sent to each party along with a questionnaire seeking views to key questions on parts of the document. All stakeholders were invited to an exhibition held at the Civic Centre over a five hour afternoon/early evening period on Wednesday 19 September to discuss any issues prior to returning the questionnaire.
- 4.5 The key questions on which feedback was sought related to:
- The identification and description of the characteristics which make the area special;
 - The identification of different 'Character Areas' within the Conservation Area;
 - The identification of 'key unlisted buildings';
 - The identification of potential development sites;
 - The positive features and negative factors for the area;
 - The options for addressing the negative factors (management strategy); and
 - The extension of the Conservation Area to include the Ropetackle site (or any other area).
- 4.6 The responses are summarised in Appendix 2. Amendments to the document have been made where appropriate as noted in the 'Proposed Amendments' column and highlighted (in bold text) in the appended document.
- 4.7 The next stage is to proceed with formal public consultation over a period of six weeks. In accordance with the methods outlined in the SCI, it is proposed that the document will be publicised through letters to stakeholders and interested parties, through the Council's website and Adur Outlook, and an exhibition stand in the foyer of the Civic Centre. It is envisaged that following this consultation period, a final version will be presented to the Committee for approval in early 2008. The document will then be used (together with saved policies in the Local Plan and the revised Core Strategy relating to conservation areas) in considering development proposals which may come forward in the Conservation Area.

Local Government Act 1972**Background Papers:**

Planning Policy Guidance (PPG) 15 'Planning and the Historic Environment' (ODPM September 1994)

Guidance on Conservation Area Appraisals (English Heritage 2006)

Guidance on the Management of Conservation Areas (English Heritage 2006)

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Appendix 1

1.0 Council Priority

- 1.1 The conservation area character appraisal and management strategy will help to:
- Create a clean, green and safe environment by helping to protect the conservation area from inappropriate and unsympathetic development and proposing measures to enhance the quality of the environment.
 - Revitalise Adur through measures to protect and enhance the conservation area which will contribute to regeneration and community well-being.

2.0 Specific Targets

- 2.1 **(A)** The conservation area character appraisal and management strategy will help to:
- Improve the appearance and cleanliness of the district by proposing measures to protect and enhance the conservation area.
 - Promote new investment in the street scene by proposing measures to protect and enhance the conservation area.
 - Enhance and protect the environment by proposing measures to protect and enhance the conservation area.
 - Regenerate neighbourhoods and the town centre by proposing measures to enhance and protect the conservation area.

(B) The updated conservation area character appraisal will achieve the Best Value Performance Indicator BV219 which states that such appraisals should be carried out every five years. It also aims to achieve the Government's target of protecting and enhancing conservation areas as set out in PPG15.

3.0 Sustainability Issues

- 3.1 Protection and enhancement of the conservation area will have environmental, economic and social effects.

4.0 Equality Issues

- 4.1 The conservation area appraisal and management strategy seeks to protect and enhance the conservation area for the benefit of all residents of the district.

5.0 Community Safety issues (Section 17)

- 5.1 Improving the environment and appearance of the conservation area will help community safety.

6.0 Human Rights Issues

- 6.1 Matters considered and no issues identified.

7.0 Financial Implications

- 7.1 The next stage of consultation and publication will entail costs which can be met from the existing budget.

7.2 Any improvements required in the Conservation Area will be funded through a combination of the existing street scene capital budget, through the West Sussex County Council transport programme and through private sponsorship and grant provision where appropriate.

8.0 Legal Implications

8.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'.

8.2 Planning Policy Guidance 15 (PPG15) *Planning and the Historic Environment* stresses the need for local planning authorities to define and record the special interest, character and appearance of conservation areas in their districts.

9.0 Consultations

9.1 Consultation with stakeholders, residents, businesses, community organisations etc on the draft document will be undertaken as outlined above in the main report.

10.0 Risk assessment

10.1 If character appraisals are not carried out, decisions made in respect of the conservation area will not be properly informed.

11.0 Health & Safety Issues

11.1 Matters considered and no separate issues identified.

12.0 Procurement Strategy

12.1 Matters considered and no separate issues identified.

13.0 Partnership working

13.1 Matters considered and no separate issues identified.

Appendix 2

Summary of stakeholder responses to consultation and actions taken:

Consultee Name	Comment	Proposed Amendments
R. Bateman (Adur District Conservation Advisory Group)	1. Do not include Bridge Inn as a 'Key Unlisted Building' as it is ugly and totally out of keeping.	Retained as a "key unlisted building" at this stage to gain and gauge further views.
	2. Other buildings considered to make a key contribution to the character of area: <ul style="list-style-type: none"> - Old dairy in West Street – at least to retain frontage if converted into flats. An important episode in Shoreham's Commercial life; - 52 New Road – largely original shop front; - 18-20 New Road – largely original front; - Properties on north side of High Street at western end – if only for their roof line; - Marlipins Inn; - Most of those on east side of East Street below New Road junction. 	All added to list for consultation.
	3. The residential area of Ropetackle is pleasing and complements the character of the town. The Arts Centre does not and should not be included.	Comments noted and further views sought on issue.
R. Cranmore (Shoreham Society)	1. Chantry House in East Street should be listed and St Mary's Church Hall be shown as a positive building.	Added to list for consultation.
	2. Concern that development will focus only on residential and commercial usages and result in loss of affordable community space.	Comments noted but do not affect character appraisal.
	3. Agnostic on whether the boundary should be extended to include Ropetackle.	Comments noted and further views will be sought on this issue.
	4. Consideration could be given to the preservation of the character of the large villas up Buckingham Road, and Windlesham Road and Gardens.	Added to document as a further option for consultation.
	5. Emphasis should be put on improving the view of and access to the river from the town, of the view of the riverside buildings from the south side of the river and continuous public walking access along the north	Comments noted and amendments made to text where appropriate.

	bank of the river.	
	6. It was suggested that the conservation area should be sign-posted (7.2). It is generally agreed that a proliferation of signs should be avoided to improve the street scene. However, we have discussed with the town centre manager the idea of having maps of the town at car parks and on bus shelters. The extent of the conservation area could be shown on these maps.	Comments noted and amendments made to text where appropriate.
County Planning Services	1. Make the following amendments to paragraph 3.2: <i>County and</i> Regional Policy Policy CH4 of the <i>adopted</i> West Sussex Structure Plan <u>2001-2016</u> requires new development to preserve and enhance conservation areas and for local plans to contain policies to protect character and appearance.	Amendments made to text.
County Conservation Officer	No further comment made (assistance was given at the time of compiling the draft report).	No action required.
County Transport Planning Services	1. (Street Pattern) Reference is made to limited opportunities for pedestrians to safely cross High Street, particularly around the Ropetackle area. Suggest that the word 'safely' is removed as it implies that it is unsafe to cross and needs remedial action. Signalised pedestrian crossings do exist within the vicinity to enable crossing.	Amendment made to text.
	2. (Entrances from South) A new bridge would be required to permit cyclists to use this crossing given the narrowness of the existing bridge. (Not necessarily suggesting a change here, merely pointing out that a new bridge would probably be the way forward to facilitate movement by pedestrians and cyclists – with the latter being able to ride over as opposed to having to dismount).	Addition of 'or replacement' to text.
	3. (Pedestrian Bridge) see comments above. WSCC do support the provision of a new	Amendments made to text.

	bridge but wonder whether the wording is absolutely correct. Suggest that WSCC are <i>supportive of the need to provide a new bridge, including widening and lighting.</i>	
	4. (Traffic Islands/Signs) Repairs may well have been attended to (Sept 2007). The Highway Authority recognises that street clutter can detract from the overall appearance of the streetscape, however a balance must be achieved to ensure that the correct information is transmitted.	Traffic islands re-checked and confirmed that repairs have not been completed. Addition made to text.
	5. (Development Opportunities) Should allow for a cohesive approach to design and development, an important part of which is incorporating improvements to highway infrastructure and permeability to key facilities through enhancements to accessibility.	Comments noted.
	6. (Traffic Congestion and Noise) A number of recommendations are made here and suggest that the wording is 'softened' somewhat as it implies that these items will be done. Suggest 'items that could be considered are...' Further the HA have confirmed resistance to additional traffic using the A27, citing that no improvements are planned other than junction enhancements therefore capacity remains an issue – one which will be addressed through the Shoreham Renaissance.	Amendments made to text.
County Archaeologist	1. General agreement with the contents of the character appraisal including some additional comments in relation to: - Street pattern - Landmarks and views - Entrances from east and west - Building materials - Architecturally quirky recent developments.	Comments noted and additions made to text where appropriate.
	2. In 5.2 (Archaeology) "Ancient Scheduled Monument" should read "Scheduled Ancient Monument".	Amendment made to text.

	<p>3. Key Unlisted Buildings:</p> <ul style="list-style-type: none"> - Agree that Caxton House is a significant unlisted building and may reflect the style of building of the now demolished former workhouse which stood opposite. - No. 19 East Street and adjacent bank building dated 1919 lend interesting post First World War architectural variety. - Green ceramic tile clad Royal Sovereign public house merits consideration for inclusion. 	<p>Comments noted and minor amendments made to text as necessary.</p> <p>Comments noted and minor amendments made to text as necessary.</p> <p>Building already included in statutory list as grade II.</p>
Highways Agency	<p>Part Two – Management Strategy</p> <p>2.3 Traffic Congestion and Noise</p> <p>The HA is concerned by the first bullet point which aims to reduce traffic on the High Street by encouraging greater use of the A27. The trunk road currently experiences congestion at various times of the day. A contributory factor to congestion issues on the A27 is local traffic using the A27 for short function journeys. The HA would request that this policy is re-worded so that the aim is to reduce the overall traffic generation rather than to reroute traffic.</p>	Text amended as suggested.
Sussex Wildlife Trust	<p>There is a very small mention of biodiversity, but anything resulting from this should deliver biodiversity gain as required by PPS9 and the NERC Act and contribute to BAP targets.</p>	Comments noted.
Shoreham Beach Resident's Association	<p>1. (Management Strategy)</p> <p>Building on car parks and stopping road side parking could turn the area into a museum. Traffic calming is not needed. Speed is not an issue.</p>	Comments noted and further views sought on issues.
	<p>2. (Boundary Review)</p> <p>Ropetackle is out of place – not suitable (for inclusion). General comment – Ropetackle should not be included, much too high and big to be considered.</p>	Comments noted and further views sought on issue.

Appendix 3

SHOREHAM-BY-SEA CONSERVATION AREA

PART 1 CHARACTER APPRAISAL

1. INTRODUCTION

1.1 What is a Conservation Area?

Conservation areas are designated under the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69 of the Act imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Designation introduces a general control over the demolition of unlisted buildings and provides the basis for policies designed to preserve or enhance all the aspects of character or appearance that define an area's special interest.

The Shoreham-by-Sea Conservation Area was originally designated in May 1971 covering an area encompassing the shopping areas of High Street, East Street and Brunswick Road; the areas surrounding St Mary's Church; and the adjoining residential areas. In 1993, the Conservation Area was extended to infill the remaining areas south of the railway line and to encompass two further streets north of the railway line, Southdown Road and Queens Place. The boundary was also extended southwards to the high water mark of the River Adur in recognition of the importance of the riverside setting of the town.

1.2 What is a Character Appraisal and Why is One Needed?

Section 71 of the Act requires that local authorities shall formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

The Character Appraisal gives an overview of the history and development of the Conservation Area and defines what it is that makes it special. It identifies elements of their character and appearance which makes it special today and highlights where harm has occurred, identifying future opportunities for improvement or enhancement. It should be noted that no appraisal can ever be completely comprehensive and omission of any particular building, feature or space should not be taken to imply that it is of no interest.

The Character Appraisal supports policies of the saved Local Plan and accords with the emerging Core Strategy.

This document therefore seeks to:

- Define the special interest of the Conservation Area and identify any issues which may threaten its special qualities (forming Part 1: Character Appraisal);

- Provide guidelines to prevent harm and achieve enhancement (forming Part 2: Management Strategy); and
- Provide Adur District Council with a valuable tool with which to inform its planning practice and policies for the area.

2. COMMUNITY INVOLVEMENT

The English Heritage guidance notes that over the past thirty years, the approach to designating conservation areas has changed significantly and much greater emphasis is now placed on involving the community in evaluating what makes an area 'special', whether it should be designated and where boundaries should be drawn.

The guidance recommends that once an appraisal has been completed in a draft form, it should be issued for public comment. A wide public debate should be encouraged, drawing together local people, residents groups, amenity groups, businesses and other community organisations, in a discussion about the issues facing the area and how these might be addressed.

Consultation with the public and interested parties will be undertaken in accordance with the Council's adopted Statement of Community Involvement (SCI).

3. THE PLANNING POLICY CONTEXT

3.1 National Planning Policy

Government advice on the control of conservation areas and historic buildings are set out in Planning Policy Guidance Note 15 (PPG15) "Planning and the Historic Environment" (September 1994). This states that the more clearly the special architectural or historic interest that justifies designation is defined and recorded, the sounder will be the basis for local plan policies and development control decisions, as well as for the formulation of proposals for the preservation and enhancement of the character or appearance of an area. The definition of an area's special interest should derive from an assessment of the elements that contribute to (and detract from) it. Further advice about conservation area control, including the preparation of conservation area appraisals and management proposals, has also been produced by English Heritage (February 2006).

3.2 County and Regional Policy

Policy CH4 of the **adopted** West Sussex Structure Plan **2001-16** requires new development to preserve and enhance conservation areas and for local plans to contain policies to protect character and appearance. The narrative accompanying the policy requires district planning authorities to assess existing conservation areas (including a review of their boundaries) and formulate proposals to preserve or enhance their character or appearance; designate new conservation areas where it is desirable to preserve or enhance areas of special architectural or historic interest and formulate proposals to preserve or enhance their character or appearance; assess the character of historic towns and villages and identify important features or characteristics which need to be protected.

The draft South East Plan contains Policy BE7, relating to Management of the Historic Environment, which requires local authorities to adopt policies and proposals which support the conservation and enhancement of the historic environment and to encourage the use and regeneration of historic assets.

3.3 Local Policy

The Adur District Local Plan (1993-2006) contains policies AB3, AB4, AB5, AB6 which aim to preserve and enhance historical and architectural qualities while allowing sympathetic new development and redevelopment so that conservation areas remain 'alive' and prosperous whilst retaining the special features and character which make them worthy of designation.

Other Local Plan policies of specific relevance to conservation areas are AB19 (Advertisements), AB21 (Shopfront Design) and AT13 (Car Parking Standards). The streets adjacent to the church yard have also been designated as an "Area of Special Advertisement Control". In these areas those advertisements with deemed consent and the powers of the local authority to grant express consent are more limited.

3.4. Other Guidance

In 2006, a document was produced called 'A Strategy for Shoreham Renaissance' which aims to "regenerate Shoreham town centre as a sustainable community possessing economic, social and environmental diversity". The strategy recognises that the rich history and historic character is part of what makes the town special.

4. LOCATION AND LANDSCAPE SETTING

4.1 Location

Shoreham-by Sea is located in Adur District, West Sussex, lying within urban development along the south coast between Brighton and Hove to the east and Worthing to the west. The Conservation Area is 29 hectares in area and located generally around the built up central historic core of the town.

4.2 Landscape Setting

The Conservation Area is located on flat low land, set on the north bank of the River Adur and extending as far south as the high water mark of the river. The historic core of the town is surrounded to the east, north and west by further built development, generally comprising of riverside industry to the east and residential and commercial development to the north and west.

The A259 coast road runs in an east – west direction alongside the river and through the High Street and crosses the river via the Norfolk Bridge at the western edge of the Conservation Area. The West Coastway railway line also runs east – west through the northern part of the area.

4.3 Biodiversity

The Conservation Area is close to the River Adur which is a Site of Special Scientific Interest and supports a diverse wildlife flora and fauna. The mudflats support wading birds and gulls, including the Ringed Plover which attempts to breed on the coastal shingle. The Pied Wagtail is common in the town in the winter months. Insect fauna includes dragonflies over the flood plains of the river. The Conservation Area also includes a number of open spaces and gardens which support flora and fauna.

5. HISTORIC DEVELOPMENT AND ARCHAEOLOGY

5.1 Historical Development

Old Shoreham dates back to pre-Roman times. The name of the town has a Saxon origin, meaning "the dwelling on the shore" from the Saxon "Score" (Shore) and "ham" (a dwelling). The town and port (referred to as New Shoreham) was established by the Norman conquerors towards the end of the 11th Century. The church of St Mary de Haura was built in the decade around 1103.

The significant influences on the later development of New Shoreham are the layout of the medieval streets which still partially exist, the influence on the town of waterside frontage to the south (the harbour) and west (the River Adur), the effect at a later date of the construction of the railway to the north of the centre and the recent increase in volumes of traffic along the coast passing through the original High Street.

The High Street was originally a ferry road in the Middle Ages, with land both to the north and south laid out in long narrow acres for the purpose of cultivation. The High Street, being the major road, therefore became the commercial centre for the town and was widened as late as the 1930s. Changes in the course of the river resulted in the flooding of the southern part of the town at an early date and the roads, which formerly continued across the High Street, have been truncated and are evident by gaps in the development to the south. Shop development took place along the main road leading to the church and was later extended northwards as far as the railway. Other significant development took place around and leading to the western end of the church.

Although the change in the course of the river resulted in the formation of a silt spit to the south of the town and the prosperity of the town as a port therefore declined, a flourishing ship building industry developed. However, the port facilities and their influence on the town were revived with the construction of the cut, which formed the present channel opposite Kingston, at the beginning of the 19th Century. The more recent 20th Century developments to the east have had their effect on the town, especially as regards traffic.

With the construction of the railway to the north, the town centre has been enclosed. Although the larger residential areas lie to the north, no major commercial developments have taken place. The railway has thus formed an effective barrier, and this, together with the sea and the river, has controlled the form of development.

Traffic from the extensive port area has resulted in a large number of heavy commercial vehicles passing through the town. The High Street is also the only through route for vehicles travelling along the coast via the Norfolk Bridge south of the

railway. The next major crossing of the river is the Adur Bridge development to the north of Old Shoreham.

5.2 Archaeology

The Conservation Area encompasses the historic core of Shoreham and as such the potential for medieval deposits and features is high. The West Sussex County Council maintains a Sites and Monuments Record (SMR), a county wide database of historic environmental information. The Marlipins Museum is also listed as a **Scheduled Ancient Monument**.

6. SPATIAL & CHARACTER ANALYSIS

6.1 Character Areas

The Shoreham-by-Sea Conservation Area is 29 hectares in area and encompasses a wide range of uses and buildings. As such, it is difficult to assess the character of the area as a whole. The original character assessment undertaken in 1971 identified the three main character areas as follows:

- The shopping areas around High Street, the southern end of East Street and Brunswick Road;
- The areas related to the precincts of the church, including the northern end of East Street, Church Street and St Mary's Road; and
- The primarily residential areas of Middle Street, John Street, Ship Street, West Street and New Road.

As a result of change in the intervening period and the extension of the Conservation Area in 1993, the areas of different "character" within the town are now considered to be as follows:

- The Shopping Areas (High Street, southern end of East Street and Brunswick Road)
General character: busy commercial area, significant traffic and on-street parking, mix of building styles and scales.
- The Church Precinct (Church Street, northern end of East Street and St Mary's Road)
General character: close knit commercial and residential development centred on the Grade I listed church, public open space, trees.
- Residential Areas within the Historic Core (Middle Street, John Street, Ship Street, West Street and New Road)
General character: close knit residential development, historic terraces and cottages, narrow streets, few vehicle movements, significant use of flint.
- The Riverfront
General character: clustered development around riverside setting, yacht club, boats on river.
- The Pond Road Complex
General character: large scale 1960s functional development, community uses.
- Residential Areas North of the Historic Core (Southdown Road, Mill Lane, Queens Place, Ham Road)

General character: mix of terraced houses on small plots and larger semi-detached and detached houses on larger plots.

6.2 Plan Form and Layout

Street Pattern

The core of the Conservation Area retains the original medieval grid pattern street layout, with side streets running in a general north-south direction off the High Street. The side streets are generally very narrow, capable of accommodating one lane of traffic. They are also relatively straight, with the exception of Church and East Streets, which both divert around the edges of the church grounds. The historic maps of the town show that this layout of the surviving streets is generally unchanged.

The High Street is the main through route of the Conservation Area and is now located at its southern edge and separated from the river only by the line of buildings on its south side. The original grid pattern streets to the south of this street are no longer in existence due to the realignment of the river, although the gaps in the development show the locations of these streets. **The glimpses through to the river are an important feature of the town's character which deserves to be protected.**

Southdown Road, Mill Lane and Queens Place are separated from the main core of the Conservation Area by the railway line. The street pattern in this area is less structured and grid like, although the original layouts of Southdown Road and Mill Lane have been retained. Southdown Road is a wider and busier street as it contains a railway underpass at its southern end which links it directly to the rest of the Conservation Area to the south.

Pedestrian circulation around the Conservation Area is relatively easy due to the pattern of interconnecting streets. The main shopping areas contain wide pavements on both sides of the road suitable for a reasonable amount of foot traffic. However, it is noted that there are limited opportunities for pedestrians **to cross** the High Street, particularly around the Ropetackle area.

The narrower side streets contain narrow pavements, usually on one side of the street only. These are mostly continuous but in some areas there are no pavements at all, for example the western end of Mill Lane and the upper parts of Church Street. Off-street pedestrian walkways are not a dominant feature of this conservation area but a small number of examples were noted (for example, between Middle Street and upper Church Street) and there are also established and well-utilised routes through the church grounds for pedestrian traffic.

Plot Characteristics

Other than the large church site and modern community centre sites, the plots within the core of the Conservation Area and including Queens Place and Ham Road are generally small in size. The majority of the buildings in these areas are contained in terraced groups and are set on narrow plots with small back gardens roughly the same length as the building (although this does vary between individual terrace groups). The plots are usually arranged so that dwellings face the road and the rear gardens back onto other rear gardens. Exceptions to this pattern are the eastern side of John Street and the western side of Southdown Road, which both have longer plots

and result in the road frontages to Ship Street and Ropewalk containing walls and accessory buildings associated with the rears of these sites.

The buildings within the Conservation Area are generally set forward on the sites, with a large number of terraced dwellings fronting directly onto the street and having front steps directly abutting the pavement. On other streets, the terraces are set back by a short distance and have small front fenced courtyards.

An interesting feature noted was an undercroft between terraced houses on Middle Street providing access to the rear of the plots. The original entrance gate is still on site (although now rusted into a permanently open position) and the passage contained old pieces of tile. These undercrofts were a typical feature of fishing villages.

The plots on the eastern side of Southdown Road have a very different character than those in the rest of the Conservation Area. These lots are much larger in area and contain larger buildings of a different style and as such do not have the same 'close knit' character of the remainder of the Conservation Area.

6.3 Activities and Uses

High Street, East Street and Brunswick Road are the heart of Shoreham's commercial activity. Retail is the most prevalent use within these streets, which accommodate a variety of shops and restaurants. Interspersed with these retail uses are other services such as banks, a post office and estate agents. The Adur District Retail Study (March 2006) noted that there was only a limited number of vacant premises in the town centre area and concluded that Shoreham has a vital and viable town centre. A Farmers Market held once every month along East Street also adds to the character of this area.

The Conservation Area is home to the notable Church of St Mary de Haura in Church Street. The church grounds also comprise the largest area of open space in the area and are widely used by the community as a pathway through to the centre of town or an area for quiet recreation. Other churches/religious centres in the area are St Peters Catholic Church in West Street and a Methodist Church in Brunswick Road. The former Church of St Peter in John Street has been converted firstly to a nursing home, and later to residential flats.

The area north of the church around Pond Road accommodates a modern community complex, including a community centre, health care centre and library. The remainder of the built up Conservation Area is generally residential, with an occasional small scale commercial or community activity.

Transport is also an important use, with the Conservation Area containing major road and rail links, as well as providing opportunities for travel by water and foot. The A259 is a main south coast road and runs through the High Street carrying a large number of vehicles every day. The railway station is located on the north-eastern boundary of the Conservation Area and the West Coastway line crosses in an east-west direction, providing direct and regular rail links to Brighton, London and Portsmouth. The River Adur provides opportunities for transportation by water, although around the vicinity of the Conservation Area this is limited to small boats as the main part of the port area is

now located over 3km to the east of the town centre. A footbridge over the river provides pedestrian links from the town centre to Shoreham Beach.

The Conservation Area contains four public car parks, located on Ship Street, Middle Street, Pond Road and Tarmount Lane. The Shoreham Renaissance Strategy noted that the four smaller car parks exacerbate the problem of “traffic churn” in the town centre. It was recommended that the smaller car parks (Ship and Middle Street) be closed and freed for residential development and public car parking rationalised in the other locations. The Ship Street car park is due to be closed and developed while the Middle Street car park will be retained for car parking at this stage.

6.4 Public Open Spaces

The St Mary’s Church Yard is a significant open space of approximately 7500m² centred around the church. It contains large trees and graves associated with the church. The area is slightly elevated above the surrounding streets and enclosed the whole way around by low flint walls. Public use is encouraged through the provision of permanent seating all around the site and pathways crossing through the site. The open space is situated close to the shopping areas providing a pleasant rest area for visitors to the town centre.

Coronation Green is a smaller area of open space on the river front directly to the south of East Street and adjacent to Sussex Yacht Club. This open space is approximately 1300m² in area and consists of a grassed area with a hard stand walkway around the edges. Permanent seating and safety rails have been established around the river side affording views across the River Adur to Shoreham Beach and the line of houseboats on the opposite bank. Some enhancement measures have been undertaken to improve the quality of the area, including a lighting scheme and public art features recessed into the pavements. The green is set at a lower level than the adjacent High Street and accessed at the eastern end by a series of steps and at the western end by a steep ramp.

Other, less formal, areas of open space within the Conservation Area include areas around the health centre/library (containing some seating), small verges of roadside land retained as open space and a widened pavement area around the War Memorial in East Street.

6.5 Trees

The Conservation Area contains many trees, most of which are located within private gardens in the residential areas. There are a total of 49 trees subject to Tree Preservation Orders, all on private property and mostly single trees or in small groups. Two large groups are located at 21 Middle Street (21 trees being a mix of holly, sycamore, bay, silver birch, lime, chestnut, cherry, elder, oak and elm trees) and in the Mill Lane area where, of a group of 19 trees, four are located within the Conservation Area (being two sycamores, a yew and an araucaria tree).

The most prominent trees are those within the St Mary’s Church Grounds which contribute to the setting of the listed building. These trees are not subject to a Tree Preservation Order but are subject to normal conservation area controls.

Southdown Road and Queens Place are both tree lined which adds to the character of these streets. A number of the trees on Southdown Road have been topped which has temporarily reduced their aesthetic value. The lime trees on Queens Place are attractive and an appropriate scale for the quaint street.

There is a notable lack of trees in the High Street area, between the former Parcellforce site and the Norfolk Bridge, other than trees in planter boxes placed along the footpath. An emergency Tree Preservation Order was placed on 19 sycamore trees on the former Parcellforce site (at the eastern entrance to the Conservation Area) in 2007 in anticipation of a proposed major development on the site. It is desirable that existing trees are retained as far as practicable and new trees are planted to ensure the area benefits from their amenity value.

6.6 Landmarks and Views

The primary landmark of the Conservation Area is the Church of St Mary de Haura which rises to a height of 25 metres and towers to a significant extent over all other buildings in the town. The church is most prominently viewed in its entirety from its immediately adjacent streets, Church Street, St Mary's Road and East Street but its tower can be viewed above other buildings at key viewpoints (as below) and can be glimpsed at various points around the core of the Conservation Area. Protection of the landmark quality of this tower is a key issue in considering applications for new development in the area.

The original character appraisal noted two key points for viewing the town in its setting, being Shoreham Beach directly opposite the High Street and from the Norfolk Bridge. These two locations remain the most prominent for viewing the town as a compact riverside development. **The river in the foreground with its associated nautical activity shows the natural setting of the town and also provides a natural border to the Conservation Area. The view of the town from the south side of the river and the perception of its mass, scale and landscape setting against the backdrop of the downland and with the wide sweep of the River Adur in the foreground is critical in protecting the character of the town in the future. The prominence of the outline of the downs above the roofscape of the town is especially evident on a bright day with clear skies giving the illusion that it is closer to the town.**

A third important outside viewing location is also noted, being from the South Downs located to the north of the built up area. From this location the tower of the St Mary's Church is a stand out feature above the roof tops of the smaller scale buildings within the Conservation Area.

The height and mass of new development on the edge of (or within) the Conservation Area should not upset the balance of these key views towards the historic core of the town. In some cases the north-south aligned streets running at right angles to the High Street benefit from a glimpse of downland in one direction and of the sea and river in the opposite direction. This juxtaposition deserves to be protected in considering the impact of new development on the Conservation Area's wider setting.

Within the area itself, the close knit nature of the buildings reduces opportunities for significant views from any distance.

6.7 Entrances to Conservation Area

From the West

The western entrance to the High Street provides the most immediate impact of arrival with the crossing of the bridge, roundabout and entrance to the main hub of the town. The Ropetackle development on the left hand side helps to enclose the views towards the Conservation Area. The tower of St Mary's Church can be seen above the roof lines of the near buildings, as can the former Church of St Peter on Ship Street which has been converted into residential flats.

From the East

The eastern entrance of the Conservation Area on Brighton Road is of much poorer quality, marked by the large disused Parcelforce building which is proposed for redevelopment on the left hand side. Although this site is not within the designated Conservation Area, it is prominent and the development of the site will have a major impact on the appearance of the gateway into the area. **The design of new development on the periphery of the Conservation Area should be of sufficient quality to enable the designated area to expand to include them.** The other buildings in the gateway area, the yacht club on the left and row of terraced houses on the right, could generally benefit from maintenance. A prefabricated, flat roofed, bright yellow, commercial building marking the far eastern boundary further adds to the poor quality of the area. The townscape quality does not significantly improve until around 200 metres to the west when the historic core is entered. At this point, the riverside setting and buildings of the High Street are brought into view. In particular, the prominent side gable on the Grade II listed building at 23-25 High Street acts to draw the eye down the High Street.

The eastern entrance on Ham Road is dominated by large scale modern 1970s development (the Somerfield Supermarket Complex and Police Station) on the left hand side of the road. Although it is recognised that such buildings are necessary to ensure the economic vitality of the town centre and they do require a functional design, they do take focus away from the close knit character buildings on the opposite side of the road covered by the designation.

From the North

The northern entrances to the Conservation Area are on Southdown Road and Buckingham Road. The entrance on Southdown Road is of good quality, delineated by a forked intersection with prominent listed buildings on either side of the road. The Buckingham/Brunswick Road entrance is delineated by the crossing of the railway line and the railway station site is immediately to the east. While this is a clear gateway point, some enhancements to this area would greatly benefit this entrance.

From the South

The entrance from the south is via the pedestrian footbridge which connects the town centre to Shoreham Beach. While the entrance is aesthetically of good quality due its location on the river, the bridge itself is in need of upgrade **or replacement** to improve its appearance and accessibility to all potential users (in particular cyclists).

6.8 Building Types

The Conservation Area contains a large mix of different types of building due to its mixed character. The most common type of building is the residential house or cottage with associated outbuildings. In the commercial areas, the buildings are used for shops, restaurants and services with a residential element on upper floors. While some of the more modern buildings have been purpose built for commercial use, a number of the older buildings were originally used for residential or other uses and have since been converted to commercial use (e.g. the Town Hall on High Street, Nos. 29 and 35-36 East Street and Nos. 23-25 and 74-76 High Street).

Other building types found in the area include ecclesiastical e.g. Church of St Mary de Haura and Church of St John (although this building has been converted to residential flats it retains its original façade), light industrial (e.g. Ropewalk), community (e.g. the Pond Road community centre, health centre and library) and recreational (e.g. the Sussex Yacht Club).

6.9 Building Design

A significant number of the buildings within the residential areas are groups of two storey terraced houses dating from the 1890s-1900s period. These are former artisan's houses of a simple design with pitched roofs in a straight up and down configuration and full side gable ends. Other historic cottages and houses date from the 18th and 19th century and are of a similar small scale but vary in overall design, with a mix of roof styles and containing unique architectural features such as small, well proportioned windows inserted into the roof space. The dwellings on the east side of Southdown Road are large scale Victorian style buildings dating from the late 19th-early 20th century.

The predominant window styles are sliding sash windows and narrow top hung windows. In many of these cases, the original timber framing has been replaced by modern aluminium or UPVC frames, although most of these have aimed to retain the style of the original timber framing (e.g. including 'horns' on the frame to imply use of timber) and are not significantly obtrusive. Roof dormer windows are relatively rare, but small pitched roof dormers do form interesting features in a number of the unique historic buildings. In more uniform terraced development, roof lights have been inserted into many roof spaces as a less obtrusive feature than front dormer windows. Where modern flat roofed front dormers have been constructed (some examples being in New Road and Brighton Road), they are obtrusive and appear out of scale and character with the rest of the terrace.

Within the commercial areas, there is significant variation in terms of the scale and design of the buildings. This is particularly evident in the High Street, where the difference in roof lines is an obvious feature. Although the design from building to building differs, most of the buildings on East Street and Brunswick Road are of a similar small scale character (2-3 storeys), which has not significantly changed over time. On the High Street, the buildings range in size from a single storey flat roofed prefabricated building to a five storey commercial unit. Only a few buildings on this street are now of architectural importance but the retention of some small individual units (mainly of three storeys) and scattering of important listed buildings ensures that the character has not been entirely lost.

Developments from the later 20th century are interspersed throughout the Conservation Area. A number of standard 1960s and 1970s large scale developments have occurred, such as at the shops at the western end of High Street, the community centre complex at Pond Road, the Somerfield supermarket and police station on Ham Road and various flatted developments. The design of these buildings is relatively bulky and uninteresting with long blank walls and flat roofs which do not contribute positively to the area or enhance the setting. It is noted, however, that opportunities for redevelopment have been identified in the Shoreham Renaissance Strategy. By contrast, other modern developments have occurred within and adjoining the area, which have had a positive effect due to their well thought out design and scale. Two examples of larger scale developments are a complex of 42 sheltered flats established at the southern end of Southdown Road in 2003 (on a site formerly occupied by the Convent of Mercy) and the Ropetackle mixed use development (late 1990s) at the western end of High Street which is prominent on the edge of the Conservation Area, forming a well defined and attractive development at the western end of the street, respectful to the character of the area. On a smaller scale, examples of modern respectful developments include Nos. 16a-16b Ham Road (a pair of semi detached houses) and No. 17 John Street (an end of terrace house).

6.10 Building Materials and Colours

The building materials used in the earlier buildings in central parts of town include cobblestones, pebbles and flint with brick quoins (often painted) around openings and edges. Painted render or stucco is most popular on the groups of terraced houses, which gave the walls of buildings in this coastal village protection against the weather. Red brick is used as a common detailing material and is also used as the predominant cladding on the large Victorian houses on the east side of Southdown Road.

The texture created by the use of local building materials gives the Conservation Area based on the historic core a special feel. The contrast between knapped and dressed flint or tightly ordered courses of neat flint cobbles, graded to give a regular size, and brick window dressings is particularly attractive. In bright sunlight the texture of flint cobbles and brick dressings intensifies and reinforces the historic, maritime character of the settlement.

The most common roofing material used is tile. The earliest tiles were Flemish Tiles sourced from Holland and brought in through the port. They are now very rare but an excellent example of a building still containing this roof covering is North Cottage on North Street (a Grade II Listed Building). Slate roofs became common in areas near the railway, with slate being brought in by train from Wales and many buildings do still retain their original slate roofs. Later buildings are roofed with 'Redland 49', an interlocking concrete tile and many buildings have had their original slate roofs replaced with these. These concrete tiles are now the most typical roof covering across the Conservation Area.

The present day appearance of some of the listed buildings may have changed over the years as different materials became available to carry out repairs. For example, roofs formerly clad in red clay tiles may have been re-clad in Welsh slate as it became available. The distinctive flint beach cobbles which appear

on a number of the 18th Century houses may also not be original but rather a replacement for dressed or knapped flint.

In the residential areas, stucco terraces are generally painted in an assortment of colours, providing a bright and vibrant streetscape where the exteriors have been well maintained. Closer to the town centre, the buildings are more muted in colour, generally whites, creams and browns. In most cases, the use of colour is appropriate to the particular setting of the building, although a small number of examples are noted where a change of colour would be more in keeping with the area.

6.11 Article 4 Directions

Article 4 Directions are issued by the Council in circumstances where specific control over development is required, primarily where the character of an area of acknowledged importance would be threatened. They are therefore commonly applied to conservation areas.

There is one existing Article 4 Direction within this Conservation Area, applying to properties in Church Street, made in February 1996. This removes permitted development rights for extensions, alterations to roof slopes, porches, erection, alteration or removal of a chimney, new and improved fences, painting and demolition of fences when the proposed work fronts a highway, waterway or open space. Due to this direction, Church Street is the least 'altered' street within the Conservation Area.

6.12 Listed Buildings

A listed building is one that is included on the government's Statutory List of Buildings of Special Architectural or Historic Interest. These buildings are protected by law and listed building consent is required from the Council before any works of alteration, extension or demolition can be carried out which would affect the building's character as a building of special architectural or historic interest.

The Conservation Area currently contains 47 Listed Buildings, as listed in Appendix 1. The Listed Buildings are scattered throughout the Conservation Area, with the majority located within the central area bounded by West Street, North Street, East Street, and the River Adur.

The most prominent building in the Conservation Area is the Grade I listed Church of St Mary de Haura located in the centre of the town. This church dates from the 12th Century and is an excellent example of Norman architecture. The Grade II* Listed Marlipins Museum is an important feature on the north side of the High Street. This is a former store (now museum) from the 12th and 14th centuries constructed mainly of stone and flint with a distinctive chequered pattern on the street elevation. This building is also on the list of Scheduled Ancient Monuments. Planning permission was granted in 2001 to demolish an existing rear annex and to build a two storey rear extension to the building.

The majority of Listed Buildings within the Conservation Area are Grade II listed residential houses or cottages. Most of these are located within the narrow side streets running north-south from the High Street, in pairs or small groups, with the

greatest concentration around the Church Street/St Mary's Road area in the vicinity of the church. These residential buildings are predominantly from the eighteenth century with a small number dating from the nineteenth century. **It appears that many of the medieval buildings in the historic core were replaced and rebuilt during this time.**

The remaining buildings are in commercial use, consisting of shops and offices in East Street, a public house ("Royal Sovereign") in Middle Street and restaurants in High Street. There is also a 'K6' Telephone Kiosk adjoining the war memorial in East Street included in the list.

6.13 Key Unlisted Buildings

In addition to listed buildings, the Conservation Area contains a large number of unlisted buildings that make a positive contribution to the character or appearance of the Conservation Area. These are identified on the townscape appraisal map as 'positive buildings'. This follows advice provided in English Heritage guidance on conservation area character appraisals, and within Planning Policy Guidance Note 15 (PPG15), both of which stress the importance of identifying and protecting such buildings.

Examples of positive buildings

- Caxton House, Ham Road
An institutional (school) building from the 19th Century now used for office, commercial and residential purposes. **It may reflect the style of building of the now demolished former workhouse which stood opposite on the south side of the road.** Notable features include field flint cladding with red brick quoinage, rubbed arch brick lintels above the windows and sandstone window sills. The apex of the central gable was originally replicated at the eastern end but has been removed and replaced with a flat roof first floor extension in the 1930s. Other alterations include the capping of the three chimney stacks and additions at the western end of the building. Many original windows remain but some alterations and replacements are evident from the breaks in the flint/brick pattern.
- Buckingham Arms Public House, Brunswick Road
Along with the Burrell Arms on the opposite corner, this is a classic example of a 19th Century public house. The front elevation is clad with finely modulated sea flint typical of the Sussex coast. Other original features include the small pitched roof dormer windows in the roof.
- Shoreham Railway Station, Brunswick Road
This is a classic Victorian railway station which is typical of those along the south coast. Contains original features such as cast iron cantilevers, windows, ticketing points, gates, fences, decorative frills and support poles and tongue and groove walls in a slightly art nouveau style. The original slate roof is retained on the main station building but has been replaced on the roofs of the platforms.
- Crabtree Inn Public House, Brunswick Road
While located just outside of the Conservation Area, the building contains many interesting original architectural features which make it worthy of inclusion on this list. This is an Edwardian, quasi-art deco building with corner entrance way, Doric

columns, bay window with decorative cantilevered feature over, Tudor chimney stack and ventilation shaft feature in the roof. Inside, many original features remain, examples being the original moulded ceiling, cut glass in the doors, closing mechanism on main door and bay entrance vestibule.

- **Bridge Inn Public House, High Street**
This is a 1930s public house located alongside the Grade II listed former Toll House on the prominent corner at the western end of High Street. It replaced the earlier Bridge Hotel on the same site but is set further forward on the site. Architectural features include an unusual stepped Dutch gable on the front elevation.
- **Nos. 19-21 East Street (Shoreham Knitting & Needlecraft and NatWest Bank)**
A building set on three levels currently used for commercial and residential purposes. **It is an example of interesting post First World War architectural variety.** Original features include a well executed mansard roof containing two well proportioned and integrated hipped dormer windows, two first floor bay windows, a central decorative chimney and shallow entrance arch. The roughcast render is also original.
- **No. 22 East Street (La Galleria Restaurant)**
A 17th century house now used as a restaurant and amalgamated with the neighbouring two storey flat roofed building. The New Road elevation contains two gable ends (of different heights) with a prominent chimney feature on the higher of the two. A shop front with bay windows has been added to the East Street elevation and an additional window added at first floor level. Modern windows and doors have been installed on the New Road elevation.
- **Crown and Anchor Public House, High Street**
The street elevation of the building contains the iconic pirate figure standing on the bow of a boat which replaced a turbaned figure in the 1930s. The building is at the western end of a terrace of four different but architecturally interesting commercial buildings, with a gable end, slightly off centre chimney and three evenly spaced dormer windows (the outer two having pitched roofs). Modern extensions have been added to the rear of the property to expand its capacity as a public house.
- **No. 7-9 New Road (P & A Quality Butchers)**
Located at the western end of a residential terrace, the building contains a butchers shop on the ground floor and residential accommodation upstairs and to the rear. The building is partially a two storey end of terrace with a gable end and partially a single storey lean to with a parapet wall on the road elevation. Its interest comes from its shop front, which includes ceramic green tiling and detailed cut glass windows.

The following additional buildings have been suggested by stakeholders during pre-consultation:

- **No. 21 West Street**
This is an industrial style building with gabled roof and large servicing doors on the front elevation. It has red brick cladding and flint detailing. Formerly used as a dairy, it is part of an important part of Shoreham's commercial life and is the only building of its type in town.

- **The Marlipins Public House**
This is a public house located between the Grade II* listed Marlipins Museum to the east and a larger modern retail building to the west.
- **Nos. 18-20 New Road**
These are two adjoining houses with original bay window frontages.
- **No. 52 New Road**
This building has an original Victorian shop front. Planning permission has previously been refused for the alteration of this frontage as it would result in the loss of this historic feature.
- **Nos. 78-96 High Street (north side west of West Street)**
This is a group of buildings which individually have little architectural significance but collectively provide visual interest due to their rooflines which are all of a consistent style but irregular in height.
- **Nos. 10-18 East Street (east side south of New Road)**
This is a group of three commercial buildings which have had shop fronts added but otherwise have not been significantly altered from their original condition.
- **Nos. 26-27 East Street (Chantry House)**
This is a commercial building with three bay windows across the front elevation at first and ground floor level. The exterior is rendered and detailed with decorative features around the roof line and doorways.
- **Nos. 24-25 East Street (St Mary's Church Hall)**
A community use building on a prominent corner location opposite the Church of St Mary de Haura.

Do you agree with the inclusion of these buildings on the list? Are there any others you are aware of that should also be included?

6.14 Boundary Treatments

Around the centre of the Conservation Area, most buildings, commercial and residential, abut the footpath itself and do not contain any means of separation from the road frontage.

Where buildings are set back from the road frontage, flint is the most common material used as a boundary treatment. Flint walls have been used to enclose the church grounds, residential houses, cottages and flats and the railway line. Notable features of the area are the classic roughcast walls consisting of a mix of nodules of sea flint, old brick pieces, coarse lime and sea sand. These are typical of the Sussex coast. There are many examples of this type of wall around the town, including variations using more finely modulated sea flint or constructed using the "shuttered" technique.

There is significant variation in the height of such walls which affects the overall 'feel' of each street. The low flint walls surrounding the church and along the road frontage

of terraced houses contribute to a sense of spaciousness and open plan. This is in contrast to the narrow side streets of Church, Ship, John and Middle Streets, where high walls surrounding the properties create a sense of enclosure and a back lane feel to the street itself.

There is some use of vegetation in conjunction with boundary walls to separate public and private space, most commonly in the northern parts of the Conservation Area (Southdown Road and Mill Lane), where the size of the sites allows space for the growth of such foliage without affecting the amenity of dwellings.

6.15 Public Realm

Streets & Pavements

The High Street is the main through route of the town with a two lane carriageway and wide footpaths on either side. The other streets are all narrower and vehicle egress is restricted by busy on street parking. The narrow side streets (West, John, Ship and Middle Streets) have narrow footpaths on one side of the street only or not at all in some sections.

Improvements have been made in recent years to the pavements around the lower end of East Street, including the widening of the pavement at the south-east corner of the churchyard and at the intersection of East Street and High Street. These help facilitate pedestrian movement around the area and improve public safety.

Generally, the materials used in the shopping areas and the streets surrounding the church are sympathetic to the Conservation Area. This includes use of paving stones along pedestrian pavements, although there is some variation in their size and type leading to an occasional mismatch. Recent paving of the narrow upper section of Church Street with 'tigulas' is an attractive feature of the area abutting the church grounds. Strips of cobblestones embedded into the carriageway as the High Street abuts the side streets are another traditional element. Elsewhere in the Conservation Area, materials used are relatively standard and do not provide a particular sense of place. In some locations, damage or patch repairs result in a less than attractive appearance.

Street Furniture

Street furniture is placed around the Conservation Area, generally in the most heavily frequented areas around High Street, Brunswick Road, East Street, the church grounds and the community centre sites. This includes black bollards placed around busy accessways and along the side of the pavement to prevent intrusion by vehicles into pedestrian areas; planter boxes containing small trees and flowers; hanging flower baskets on street lamps; the War Memorial; traditional red telephone kiosks, including the listed K6 Telephone Kiosk adjoining the War Memorial; park benches around the church grounds and Coronation Green and in other locations along pedestrian routes or within small areas of open space; hand and cycle rails; bus shelters; and litter bins.

This street furniture contributes to an attractive and relatively uncluttered environment. However, some enhancement opportunities are recognised, such as touching up tired paintwork, replacement of hand rails with a more in-keeping style, and relocation of bus stops and shelters to better locations on the High Street.

Pedestrian Bridge

The pedestrian bridge across the River Adur provides a direct link between the town centre and Shoreham Beach and affords users with key views of the Conservation Area but has a poor physical appearance in a prominent location. Replacement of this bridge, including widening and lighting, has been proposed as part of the Shoreham Renaissance Strategy and the Adur District Council and **West Sussex County Council are supportive of the need to provide this.**

Street & Other Lighting

Generally, the Conservation Area is well lit, with all streets containing street lighting. There is variation in the amount of street lighting from street to street, with a large number of lanterns in the main shopping areas and busier streets but only sparse lighting on the narrower residential streets.

Heritage style lanterns have been installed in some locations in the Conservation Area (the main shopping areas, Church Street and Southdown Road) but the remainder of the area retains standard street lanterns. A consistent use of heritage style lanterns across the whole Conservation Area would be a favoured option to enhance the area.

Spot lighting has been installed in the church grounds to light the church during the hours of darkness. The lighting boxes are an interesting feature, designed and positioned so that they blend in with the groups of gravestones around the grounds. There is currently a scheme proposed for additional lighting in the church yard, designed to provide lighting of the paths crossing the grounds and improve floodlighting of the eastern elevation of the church. The columns proposed will be of a traditional period style and the floodlight will be encased in a lighting box matching those already on the site.

Traffic Islands

The Conservation Area contains one main traffic island, located at the western end of the High Street. This is a well maintained concrete island containing some planter boxes with flowers. There is a second, but more minor, brick traffic island located in Southdown Road which is unfortunately unkempt and damaged around the base. This traffic island would benefit from improvement.

Signage

As a significant part of the Conservation Area is commercial in nature, there is a large amount of signage on display. The majority of signage is attached to the frontage of business premises. Some premises contain projecting signs, although these are not particularly common. The Council has developed a Design Bulletin relating to Shopfronts, which provides design guidance for appropriate shop front alterations and signs in the Shoreham town centre, and these aim to conserve and enhance its unique historic and townscape heritage. These guidelines help to prevent the establishment of inappropriate and out of character signs, particularly in the Area of Special Advertisement Control around the church precinct.

A number of premises have movable signs placed on pavements outside shops to encourage business from passing foot traffic. In most cases, these are located against the building but it is noted that there are a number of moveable signs located in the centre of footpaths where they can cause problems of clutter in the public realm as well as a safety hazard for pedestrians. There are also a large number 'for sale' signs around the Conservation Area which are an obtrusive feature, particularly in the

residential areas. Large banner flags commonly attached to the railings in front of the river also do not contribute positively to the area.

Road signage is a necessary element in the area to provide information and direction to road users. While it is not identified as a significant problem at present, it is important that such signage is minimised as much as practicable, to ensure that clutter does not detract from the amenity of the area. **The Highway Authority recognises that street clutter can detract from the appearance of the streetscape, however a balance must be achieved to ensure that the correct information is transmitted.**

Directional signage has been established on single poles at key locations around the town centre in an attractive uniform heritage design. A further historic feature of the Conservation Area is the retention of original street signs (advertising original names) alongside the modern day street signs. However, it is noted that the Conservation Area does not contain any public information advertising its conservation area status, such as an information board relating to the history of the town, **maps** or signage at the entrance points to the Conservation Area.

6.16 Development Opportunities

The Conservation Area contains a number of sites which present opportunities for further development. While not a definitive list, the following sites have been identified:

- Land to the East of Caxton House, Ham Road – currently an open storage building, located at the eastern entrance to the Conservation Area. Opportunity for transition development between residential dwelling to east and large institutional building to west.
- Land adjacent to Shoreham Railway Station (south side of railway) – currently used for vehicle parking and open storage. This is an important gateway to the Conservation Area for both road and rail. Opportunity for enhancement of the whole area around the station.
- Warehouse, 21 West Street – a rundown semi-industrial building. Opportunity for possible conversion to flats. The site runs through to Old Shoreham Road and is a likely site for new housing.
- Ship Street Car Park, Ship Street – currently a public car park due to close. Outline planning permission granted for 4 terraced houses on this site.
- Middle Street Car Park, Middle Street – identified as a potential site for close knit, appropriately scaled residential development within the historic core by Shoreham Renaissance Strategy.
- Land to Rear of 32-34 High Street – small vacant site close to commercial premises.
- Land to West of 94-96 High Street – vacant corner site on the western edge of the Conservation Area. Planning permission granted for new building containing a shop with flat and maisonette above.
- Jet Garage site, Brighton Road – currently a service station with planning applications lodged from demolition of the existing building and development of nine flats within a part 3 storey, part 4 storey building.
- Land at East Street, New Road and Tarmount Lane - located immediately opposite the church grounds, identified as a key opportunity area by the Shoreham Renaissance Strategy.

- Pond Road Area – a redevelopment opportunity for a range of community uses, including community centre, Council information centre, library, health centre, accommodation for voluntary organisations, public open space, parking and public toilets, as well as residential development, identified by Shoreham Renaissance Strategy.
- Tarmount Lane Car Park – an opportunity for residential development and pedestrian links through to Ham Road, identified by the Shoreham Renaissance Strategy.
- West End of High Street (South Side) – two buildings of little aesthetic quality, representing an opportunity to provide a more positive frontage to and from the river, identified by the Shoreham Renaissance Strategy.

7. ISSUES

7.1 Positive Features

- Church of St Mary de Haura and its setting.
- Riverside setting.
- Retention of original medieval street pattern.
- Flint walls and sympathetic use of materials in general.
- Shopping areas vital and alive with a mix of uses.
- Historic cottages and houses.
- Well maintained terraced groups of dwellings.
- Use of colour to add interest.
- Narrow side lanes add interest and character.
- Western entrance into Conservation Area.
- Quiet ambience on side streets contrasting with the busier commercial areas.
- Central public open space based on the church.
- Development of Ropetackle Site improves the western edge of the Conservation Area.
- Use of Street Furniture to enhance area e.g. the shopping areas.
- Trees e.g. the Church yard.
- Riverfront open space on Coronation Green.
- Tidy public realm with little evidence of litter, graffiti, vandalism etc.

7.2 Negative Factors

- Unattractive Entrances to Conservation Area (Brighton/New Road, Ham Road, Brunswick Road).
- Poor linkages between river and Conservation Area for the public.
- Congested On-Street Parking, particularly around the town centre.
- Busy Traffic on the A259 and associated noise and pollution.
- Unsympathetic Extensions to Buildings e.g. New Road, Brighton Road.
- Unsympathetic Buildings e.g. High Street.
- Use of Modern Replacement Building Materials.
- Large Modern Buildings e.g. Community Centre sites and Somerfield/Police Station Complex which are not sympathetic to the Conservation Area.
- Proliferation of Advertising Signage – moveable footpath signs, for sale signs, projecting signs, banners.
- No conservation area information board.
- Occasionally Obtrusive Overhead Wires.
- Inconsistent Street Lighting design.

- Use of Inappropriate Colours for some buildings.
- General maintenance issues in the public realm e.g. untidy grass verges/traffic islands, damage to street surfacing.

Are there any other issues which should be noted here?

PART 2 MANAGEMENT STRATEGY

1. INTRODUCTION

1.1 Format of the Management Strategy

The character appraisal undertaken in Part 1 of this document provides an assessment of the character of the Conservation Area and identifies the positive features which make it special. In undertaking this appraisal, the negative features and issues which detract from the appearance of the Conservation Area have also been identified.

The character appraisal forms the basis for developing management proposals as set out in Part 2 of this document. This presents proposals and recommendations aimed the preservation and enhancement of the Conservation Area's character which are based on the issues identified in Part 1.

2. ISSUES AND RECOMMENDATIONS

2.1 Unattractive Entrances to Conservation Area

The entrances to the Conservation Area from the north (Brunswick Road) and east (Brighton/New Road and Ham Road) are generally of a poor quality, affected by unattractive development and do not create any particular sense of "arrival" into an area of special character.

Recommendations:

- Undertake enhancement measures at the four key principal gateway sites: The Ham from the east, the pedestrian bridge from the south, the Norfolk Bridge and Ropetackle from the west and Brunswick Road from the north, to create a greater sense of arrival. Such enhancement measures could include planting/landscaping, use of street furniture or provision of signage advertising the entrance to a conservation area.
- Using the planning application process to take opportunities as they arise to ensure that proposed new developments or redevelopments on sites within these "gateway" areas are of the highest quality, sympathetic to the Conservation Area and able to create an effective and defined entranceway.

2.2 Poor Linkages between the River and Conservation Area

The riverside setting makes a valuable contribution to the character of the Conservation Area but the relationship between the river and the south side of the High Street is poor. While there are two formed streets linking the High Street to the riverbank, these streets are utilised by commercial operators rather than providing significant public access to the river and there is no walkway or public realm improvements along its edge to provide a pleasant recreational setting. The view of the area from the south is also poor, dominated by the rear elevations of commercial buildings, modern developments at the rear of High Street buildings and concrete retaining walls along the side of the river.

Recommendations:

- Provision of a riverside walk along the north bank of the river including the provision of street furniture, landscaping and lighting as appropriate to enhance the environment.
- Strengthen visual and access links between the High Street and river front by enhancing existing links and creating new links where practical.

2.3 Traffic Congestion and Noise

The heavy traffic along the A259 and through the core of the Conservation Area detracts from the general quality of the environment and the associated noise disrupts the ambience of the commercial areas and nearby residential properties. The Shoreham Renaissance document provided a number of recommendations for addressing these issues as part of its “movement strategy”. It is noted that traffic congestion is an issue to be dealt with through a variety of measures (involving different authorities) and not through specific conservation controls.

Recommendations:

Consideration of the following measures:

- **Reduce through traffic on High Street through capacity reduction measures and improved signage. The provision of greater pedestrian priority at crossings, limiting turning movements along A259 and creating limited access areas and routes to encourage access to parking via signed routes would all contribute to a reduction in through traffic in the town centre.**
- Provision of traffic calming measures to reduce speeds.
- Improvement of pedestrian facilities within the town centre to give pedestrians priority, such as providing more pedestrian crossings, wider footpaths, part time pedestrianisation of key streets.
- Relocation of bus stops to more appropriate locations around High Street to reduce traffic congestion caused by stopping buses.
- Rationalising parking within the town centre to reduce ‘traffic churn’.
- Travel and demand management measures including encouragement of greater public transport usage.
- Improved railway station and opportunities for transport interchange facilities.

2.4 On Street Parking

Due to the close knit nature of the development within the Conservation Area, few properties benefit from the provision of off street parking. As such, the appearance of many of the streets in the Conservation Area is degraded by the lines of parked cars. It is noted that on-street parking is also an issue to be dealt with through a variety of measures (involving different authorities) and not through specific conservation controls.

Recommendations:

- Encourage use of, and enable better access to, sustainable transport.
- Use of restricted or controlled parking zones.

2.5 Unsympathetic Extensions, Alterations and Decoration to Buildings

While the majority of buildings within the Conservation Area are of high visual quality, some examples of unsympathetic extensions, alterations and decoration have been noted. The Council should aim to ensure that all new buildings and extensions in the area are in keeping with the character of the area.

Recommendations:

- Continued use of the planning application process to resist applications for extensions or new buildings which are unsympathetic to the character of the Conservation Area.
- Development of a 'Good Practice' guideline to provide advice on appropriate types of alterations for the Conservation Area. Such a document could provide guidance on matters such as appropriate materials to use for repairs or replacement of doors, windows, roofs and cladding, colours for painting of exterior surfaces, location of satellite dishes, cables, meter boxes, pipes etc.
- Consider serving an Article 4 Direction removing permitted development rights for unlisted buildings which contribute positively to the Conservation Area.
- Use the provisions of Section 215 of the Town and Country Planning Act 1990 to require remediation of land which adversely affects the amenity of the Conservation Area.

2.6 Modern Developments

The Conservation Area contains many examples of modern development, some of which has been designed to be in keeping with the character of surrounding development and some which has not. Unsympathetic development can have adverse effects on the common building line and the density and scale of development in the area. The purpose of the conservation area designation is not to exclude all modern development but to ensure that all new development is sympathetic to its setting and incorporates with adjacent development.

Recommendations:

- Incorporate advice for new developments into the 'Good Practice' guideline discussed in 2.5 above. Such advice could include

appropriate design style, density, bulk and location, materials and colours, means of enclosure, landscaping, access.

- Encourage owners of unsightly buildings to undertake improvements to appearance.

2.7 Public Realm Enhancements

The public realm is an important contributing factor to the experience and appearance of the Conservation Area. English Heritage has produced a manual entitled “Streets for All” which sets out principles of good practice for street management - such as reducing clutter, coordinating design and reinforcing local character. The principles for the South-East England area provide inspiration and advice on street design which reflects the regions local character and can be used by the Council in undertaking enhancement works to the street scene when necessary.

Recommendations:

- Investigate potential sources of funding (e.g. English Heritage grants) for improvements to the public realm to enhance the historic environment.
- Establishment of a code of materials to be used for future street paving, to be agreed with West Sussex County Council and undertake repairs to roads, pavements and traffic islands as necessary using these materials.
- Encouragement of utility companies to install new telephone and electricity cables underground and to replace those existing overhead cables with underground cables over a defined period (e.g. 5 years).
- Replace street lanterns as required over time with a uniform ‘heritage style’ lantern.
- Finishing of all bollards, sign posts, street lanterns, rails, bicycle stands etc with ‘hammerite’ of a standard colour (black is recommended) to ensure a fresh, consistent appearance to street furniture.
- Replacement of the pedestrian bridge between the town centre and Shoreham Beach, including widening to effectively cater for cyclists and lighting.
- Repair the clock on the tower of St Mary’s Church.
- Replacement of standard design bus shelters with a design more in keeping with the Conservation Area.
- Undertake other improvements to public realm as required in accordance with the principles in the English Heritage document “Streets for All” for the South-East and Department for Transport/Communities and Local Government publication “Manual for Streets”.

2.8 Proliferation of Signage

Due to the nature of the area, there is a significant amount of commercial signage throughout the Conservation Area, some of which does not contribute positively to the area. While it is recognised that advertising signage is required in a commercial area,

it should be rationalised so that only necessary, well integrated and non-hazardous signs are displayed and signage is not seen to over dominate the area.

Recommendations:

- Continued use of the planning application process to resist applications for consent for signage which does not meet the recommended standards in Design Bulletin No. 2 'Shopfronts' or is not considered to respect the character and appearance of the Conservation Area.
- Liaise with local shop owners to discuss appropriate placement of moveable signs on pavements outside shops to reduce clutter and avoid potential pedestrian hazards.
- Liaise with local estate agent companies to discuss informal means of reducing clutter caused by a proliferation of estate agent signs.
- Consider serving a Regulation 7 of the Town and Country Planning (Control of Advertisements) Regulations 1992, to require express consent to be obtained prior to displaying such advertisements where this is considered to be a significant problem.
- Support West Sussex County Council in a policy of minimisation of official road signage.
- Investigate the installation of lamp post banners.

What are your views on the suggested courses of action? Can you suggest any others?

3. BOUNDARY REVIEW

The existing boundaries of the Conservation Area have been assessed as part of this appraisal. In general, the boundary of the existing Conservation Area is adequate to reflect the area of special character. One area where an extension could occur is the Ropetackle area at the western end of High Street. This area (a former industrial site) has been extensively redeveloped with a high quality modern mixed use development. Its main building forms a prominent landmark of the High Street which serves to enclose the western edge of the Conservation Area. Its nautical theme also relates well to the riverside setting of the town.

Should the boundary of the Conservation Area be extended to include the Ropetackle area? If so, where should the boundary be drawn?

A second option, proposed during stakeholder consultation, is to extend the boundary to the north to encompass the large villas along Buckingham Road, Windlesham Road and Windlesham Gardens.

Should the boundary of the Conservation Area be extended to include these areas?

4. MONITORING AND REVIEW

The guidance by English Heritage recommends that character appraisals of conservation areas are regularly reviewed, ideally every five years. The review should

not repeat this process again from the beginning but use the existing character appraisal, management strategy and photographic records to:

- Record what has changed;
- Confirm or redefine the special interest that warrants designation;
- Assess the various recommendations in the management strategy, whether they have been acted upon and how successful they have been; and
- Identify any new issues which have been identified and set out any new recommendations in the management strategy.